

BRAZILIAN TEXAS

APRIL - 2010

THE MAGAZINE FOR BUSINESS - SOCIAL LIFE - NEWS - POLITICS

FAROUK SYSTEMS GROUP

OPENS FACTORY IN HOUSTON
AND TALKS ABOUT 1000 NEW JOBS

OTC 2010

Get ready for the Offshore Technology Conference

smar

SMAR INTERNATIONAL CORPORATION

Learn how it became a global company

HUBBLE SPACE TELESCOPE

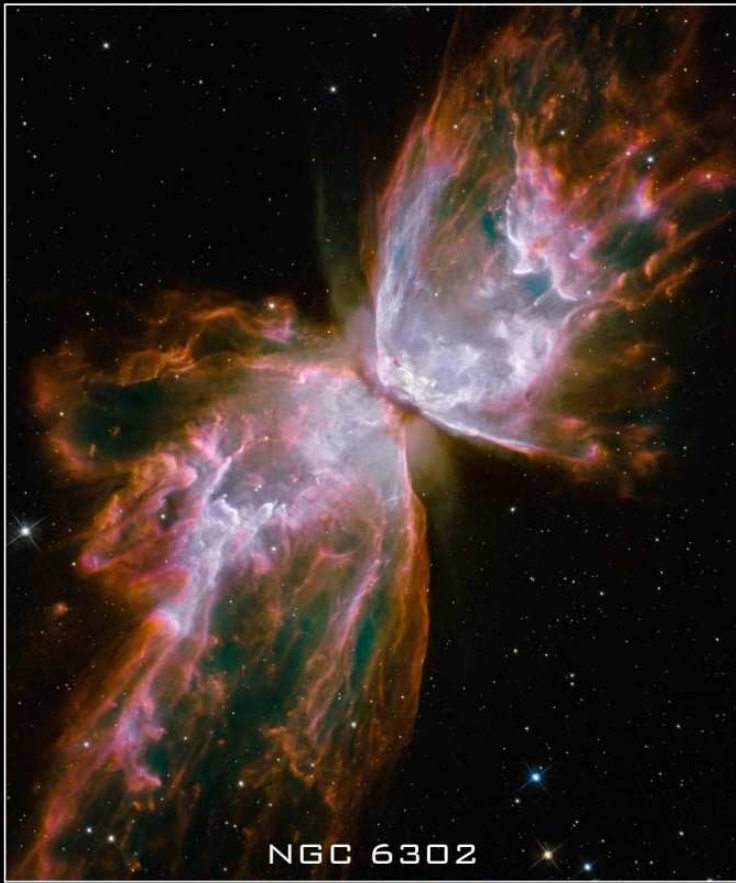
20 years of wonderful images

MEDICINE

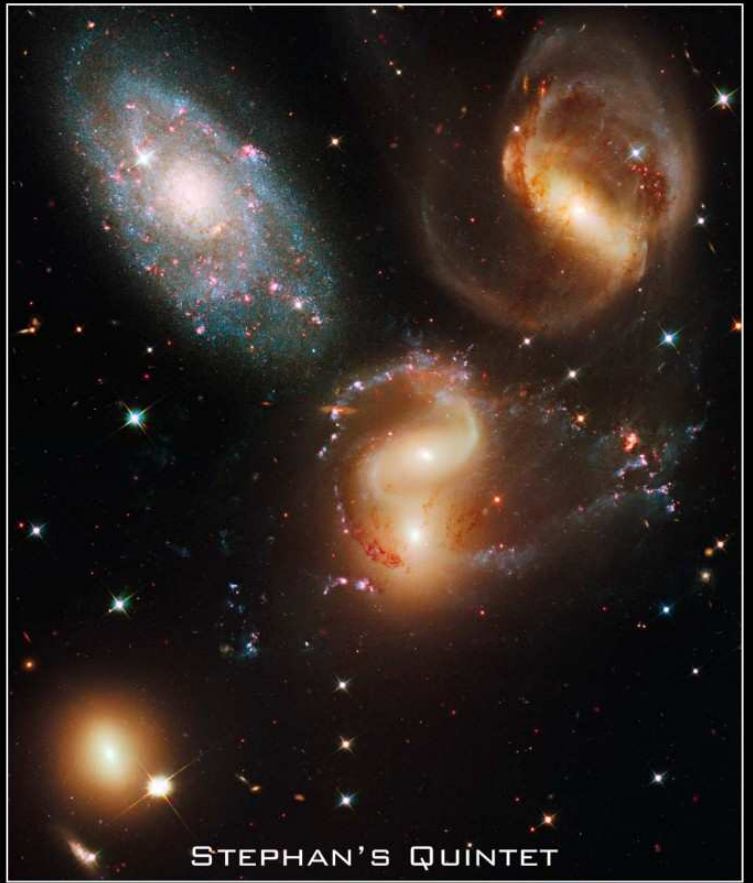
Impressive tools that make a difference

HOUSTON, TEXAS

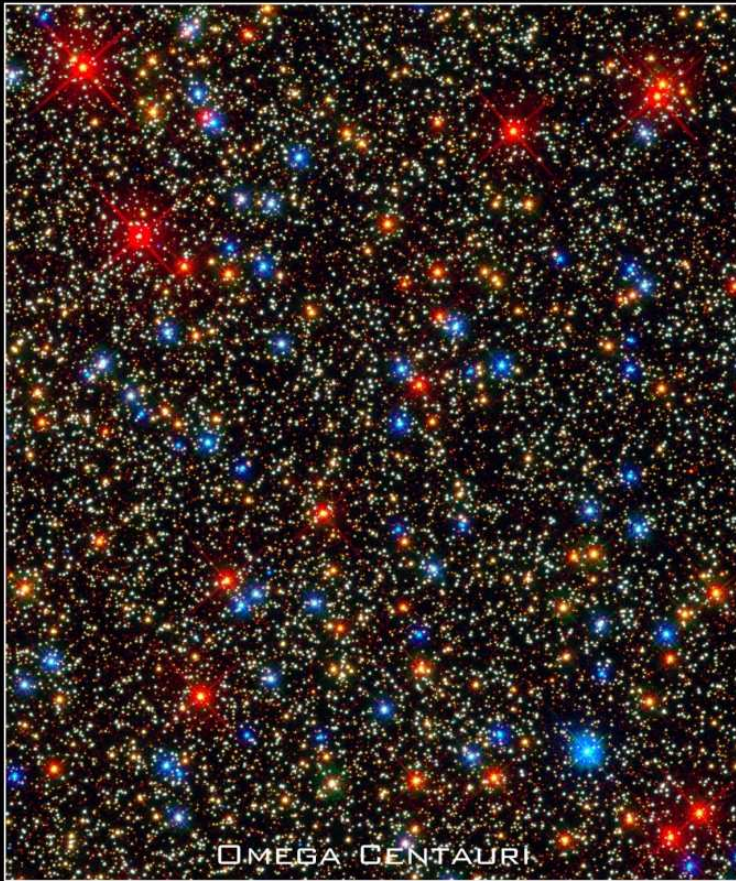
Take One
It is FREE



NGC 6302



STEPHAN'S QUINTET



OMEGA CENTAURI



CARINA NEBULA

**HUBBLE SPACE TELESCOPE ■ WIDE FIELD CAMERA 3
EARLY RELEASE OBSERVATIONS**

ABOUT THIS IMAGE:

These four images are among the first observations made by the new Wide Field Camera 3 aboard the upgraded NASA Hubble Space Telescope.

The image at top left shows NGC 6302, a butterfly-shaped nebula surrounding a dying star. At top right is a picture of a clash among members of a galactic grouping called Stephan's Quintet. The image at bottom left gives viewers a panoramic portrait of a colorful assortment of 100,000 stars residing in the crowded core of Omega Centauri, a giant globular cluster. At bottom right, an eerie pillar of star birth in the Carina Nebula rises from a sea of greenish-colored clouds.

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Visit Pradaria and experience the first and only churrasco restaurant in Houston offering the authentic traditional churrasco Rodizio, and South American home style and contemporary a-la-carte dishes prepared by the visionary Chef Mark Shim and his team of South American and French Chefs.

www.pradaria.com



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- A New Endeavor in Houston
- Brazilian Churrascaria Style Meats Menu
- Best South American Style Dining Experience in Houston



Pradaria
STEAKS & CHURRASCARIA

NOW IS THE TIME

In these difficult economic times people are looking for a good business opportunity. Whether they've been laid off from their job, have seen their salary or working hours lowered or just want the security of another source of income, World Financial Group offers the perfect opportunity - a part-time opportunity.¹



WORLD FINANCIAL GROUP
an AEGON company
Your Dreams, Our Strategies.®

Just think about this:

- Employers just cut another 598,000 jobs, one of the worst job losses in 34 years and raising the unemployment rate to 7.6 percent.²
- Thousands of people are seeking work - maybe even the chance to build their own business and be their own boss - people from all walks of life, people that could be perfect for World Financial Group.

Now is the time to find these people - offer them the ability to "test drive" the WFG opportunity by joining part-time. This will give them a chance to get their feet wet, learn about financial services and receive training from you, their teammates and other WFG leaders. Let them learn that it doesn't matter what their previous work experience was, that with training and perseverance they have a true chance to succeed at World Financial Group.

Many top World Financial Group leaders - who now work with the company full-time - started their careers with the company on a part-time basis. One of our great leaders of tomorrow could be someone on the unemployment line today. Give them that chance.

Give People an OPPORTUNITY

1 Part-time opportunities are not available in all Canadian provinces.
2 "Job loss: Worst in 34 years", CNNMoney.com, Feb. 6, 2009.

Sport

Coach Gabriela Carbone

Regarded one of the top assistant coaches in the nation, Gabi Carbone, a native of Brazil, enters her fifth season with the Cougar volleyball program. It's not a coincidence that in every season since her arrival, the Cougars have improved tremendously.

Serving as the Cougars defensive and recruiting coordinator, Carbone's responsibilities include coaching the liberos and the defense, and assisting with on-court coaching in general, game preparations, match scheduling and player conditioning.

Carbone also handles all the recruiting including High School, junior college and foreign student athletes; she is the liaison with the university housing office, in addition to overseeing the Houston volleyball camps and clinics.

During her time at Houston, Carbone has helped the team to winning seasons, one trip to the C-USA Championship game, their first since 1997, and one trip to the semi-finals after upsetting the then-reigning champions, Marshall.

Her commitment to the volleyball community extends far beyond the Cougar's program. She has helped to develop kids at Asics Willowbrook Sports Volleyball Club since 2001. Carbone is crucial in training and preparing kids to further their volleyball careers.

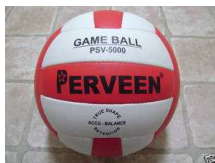
Carbone also brings a great deal of International experience to Houston's volleyball program. Being a native of Brazil, the number one country in volleyball, shows that Carbone has played at the highest level; making her an exceptional player. She is a critical instrument in the recruiting process of international players. Since Carbone arrived at the University of Houston, the team has significantly improved its defense and has been on the top of its recruiting classes, bringing in the best Brazilians, Canadians, Puerto Ricans players available. She also played a large part in the recruiting of Kariny Ritter and Cinithia Piva.

Last season, the Cougars finished the season with 20 wins for the first time since 2000 and finished fourth in league play. Carbone tutored Amanda Carson, who finished the season with a team-high 382 digs, which rank as the 10th most in single season history.

In addition, Justine Farmer finished her storied career at UH, by being named to the C-USA First Team and earning AVCA All-America Honorable Mention. She finished her career at Houston as the all-time school leader in kills (2,145), attack attempts (5,821) and games (475). Her 1,568 career digs also ranks as the third most in program history. In 2006, the Cougars recorded their second straight winning season,

and reached the semifinals of the C-USA Tournament. During an eight game span during conference play, UH earned five of six wins in three game sweeps.

Farmer was named First Team All-C-USA and was the only player in C-USA for the second consecutive season to be ranked in the leagues top-10 in kills and digs. Carbone's contributions helped Farmer finish the season with 645 kills, the second highest season total in UH history and 511 digs, fifth in program single season history. She also guided Ashley Calhoun to C-USA Libero of the Week honors. In 2005, Carbone's ability to assist in leading the Cougars helped the team finish second in C-USA during the regular season and during the conference tournament. At the tournament both Ritter and Jackie Gonzalez were named to the All-Tournament Team.



Ritter, a three-time C-USA Player of the Week, finished the year ranked third in the conference and 24th in the nation with 493 kills (4.70 per game average). Gonzalez concluded her senior year under the wings of Carbone. She left UH as the career digs leader and the C-USA career digs leader. Gonzalez finish the 2005 season ranked sixth in the NCAA with a dig-per-game average of 6.12. She is now ranked second in the NCAA record book for digs with 2,451 digs in 473 games. All that was possible due to the unique defensive techniques coach Carbone has brought to the program.

Gonzalez and Ritter were named First-Team All-C-USA members, All-American Honorable Mention, and AVCA All-Midwest Region Team members. Gonzalez was named the C-USA Defensive Player of the Year for the second straight year.

Also ending her career in 2005 was Cinthia Piva. The Brusque, Brazil native and Carbone recruit was a three time C-USA Commissioner's Honor Roll member. She played a crucial role in the Cougars game three comeback against SMU with two kills, two assists, and five digs. She finished her playing career with 756 digs and 74 service aces and she was a member of the 2000 NCAA Tournament squad that went 21-11.

Before coming to UH, Carbone was a standout in her native country of Brazil as well as at Seward County Community College in Kansas. She garnered JUCO All-American First-Team honors, AVCA First Team All American, Player of the year and several All Conference and All Region awards during her 2 years.

Outside of the University of Houston, Gabi Carbone, continues her playing career playing for Willowbrook Stars, a team that has won 2 USA Championships titles in 2004 and 2008. In 2004, Gabi was named 1st Team All Tournament Team.

Carbone has been a key person for the Cougar's success. Coach Walton plans on having her in the program for a while to continue to influence the volleyball community and players.



Brazil Breakfast at OTC 2010



Keynote Luncheon Speaker

Carlos Tadeu da Costa Fraga
Genpes Executive Manager

Wednesday May 5th, 2010

8.30am-9.00am Registration & Networking
9.00am-10.00am Breakfast & Presentations

Westin Oaks Hotel
5011 Westheimer Road at Post Oak Blvd
Houston, Texas 77056

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energyalloys



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OF TEXAS**

PKF

NOW IS THE TIME

In these difficult economic times people are looking for a good business opportunity. Whether they've been laid off from their job, have seen their salary or working hours lowered or just want the security of another source of income, World Financial Group offers the perfect opportunity – a part-time opportunity.¹



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² “Job loss Worst in 34 years”, CNNMoney.com, Feb. 6, 2009.

Cultura
• Um Novo Romance de Raquel de Queiroz

Esportes
• Entrevista Local: Carlos Alberto Lessa

Turismo
• Curitiba: Um Espaço de Vida e Vivência

VIDA BRASILEIRA

Ano 1 - Número 2 Houston - Dezembro, 1992 Distribuição Gratuita

Nota Oficial

2º Turno das Eleições Municipais de Outubro de 1992

Em cumprimento ao artigo 4º da Constituição de 1988, a Justiça Eleitoral, por meio da Justiça Eleitoral, realizou o segundo turno das eleições municipais de outubro de 1992, em 29 municípios do Rio Grande do Sul, com o objetivo de eleger o prefeito municipal e o vice-prefeito municipal em cada um dos municípios eleitorais. Após a realização das eleições, o Tribunal Superior Eleitoral, por meio do Conselho de Justiça Eleitoral, realizou o processo de apuração dos votos, com o objetivo de declarar o resultado das eleições e nomear o prefeito municipal e o vice-prefeito municipal em cada um dos municípios eleitorais.

De acordo com a Resolução do Tribunal Superior Eleitoral, o resultado das eleições em cada um dos municípios eleitorais é o seguinte:

Município de Anísio de Oliveira: Prefeito Municipal - Carlos Alberto Lessa; Vice-Prefeito Municipal - Carlos Alberto Lessa.

Município de Antônio Prado: Prefeito Municipal - Carlos Alberto Lessa; Vice-Prefeito Municipal - Carlos Alberto Lessa.

Município de Arroio do Meio: Prefeito Municipal - Carlos Alberto Lessa; Vice-Prefeito Municipal - Carlos Alberto Lessa.

Município de Arroio do Sul: Prefeito Municipal - Carlos Alberto Lessa; Vice-Prefeito Municipal - Carlos Alberto Lessa.

Município de Arroio Grande: Prefeito Municipal - Carlos Alberto Lessa; Vice-Prefeito Municipal - Carlos Alberto Lessa.

Município de Arroio do Meio: Prefeito Municipal - Carlos Alberto Lessa; Vice-Prefeito Municipal - Carlos Alberto Lessa.

Município de Arroio do Sul: Prefeito Municipal - Carlos Alberto Lessa; Vice-Prefeito Municipal - Carlos Alberto Lessa.

Município de Arroio Grande: Prefeito Municipal - Carlos Alberto Lessa; Vice-Prefeito Municipal - Carlos Alberto Lessa.

Corruptograma
Relatório de notícias sobre o processo de apuração das eleições municipais de outubro de 1992, em 29 municípios do Rio Grande do Sul.

Rosane Collor, Indiciada, Pode Ser Condenada a 12 Anos de Prisão
Mulher do presidente afastado Fernando Collor é indiciada por crimes de peculato e fraude em concurso, sob pena de 12 anos de prisão. (Pag. 8)

Eleições Municipais
Resultados definitivos sobre as eleições municipais em todo o Brasil. Nova lista de municípios eleitorais. (Pag. 4)

Coleta do Dólar

29 de novembro de 1992

Dólar Comercial (Importação)	C\$ 8.954,00
Dólar Comercial (Exportação)	C\$ 9.824,00
Paridade Comercial	C\$ 10.700,00
Paridade Real	C\$ 10.800,00
Taxa de Câmbio	C\$ 10.700,00
Taxa de Câmbio	C\$ 10.700,00
Taxa de Câmbio	C\$ 10.700,00
Taxa de Câmbio	C\$ 10.700,00
Taxa de Câmbio	C\$ 10.700,00
Taxa de Câmbio	C\$ 10.700,00
Taxa de Câmbio	C\$ 10.700,00
Taxa de Câmbio	C\$ 10.700,00

Honestidade de Operação Assusua "Delegado"
Operário do comércio varejista e ex-policia de origem de honestidade de José Estácio. (Pag. 8)

Bomba de Efeito Retardado. História Secreta dos Desaparecidos
Ex-agente da DCI revela, com o tempo, o destino e o destino de pessoas desaparecidas em operações militares no Brasil. (Pag. 4)

1992 Number 1



FAROUK SYSTEMS CELEBRATED OPENING OF NEWEST FACTORY IN HOUSTON FIFTH WARD

Houston, Texas- Farouk Systems, Inc. hosted a grand opening celebration of its third facility in Houston on Saturday, February 27, 2010. Attendees and prospective job applicants enjoyed a fish fry as well as music prior to the ribbon cutting festivities

Farouk Systems' third facility was strategically opened in Houston's fifth ward to encourage economic growth in this underdeveloped area. This factory will serve as a filling and packaging warehouse for the company's Deep Brilliance line of products specifically created for ethnic hair. Production for this new facility is set to begin in mid-March.

"Houston's Fifth Ward has been neglected for too long," said Farouk Shami, Founder and Chairman of Farouk Systems, Inc. "These people are not looking for a handout. I am honored we are able to do our part to help our fellow brothers and sisters. We are helping people help themselves."

Farouk Systems, Inc. is a Houston based, privately held company that manufactures the world renowned high quality professional hair care brands CHI, BioSilk, SunGlitz and CHI Nails. The company began in 1986, during the 80's recession, when Farouk Shami invented the first ammonia-free hair lightener and color system. Then, Shami introduced the use of natural silk molecules in hair care products called BioSilk®. Additionally, Farouk Systems pioneered thermal tool technology when it created the CHI® Hairstyling Iron, becoming the first company to incorporate ceramic, ionic and far infrared into hair tools. Utilizing advanced American Technology, the company created hair dryers with low Electro Magnetic Fields and hair tools with Nano Silver, which kills up to 650 forms of bacteria. Farouk Systems also introduced the first nail lacquer without harmful ingredients. CHI Nails is formulated with ceramic for durability, silk for a high-gloss finish and Nano Silver for the ultimate protection against bacteria. Farouk Systems' commitment to high quality and innovation was exemplified by the hiring of former NASA Senior Scientist, Dr. Dennis Morrison, as its Senior Vice President of Technology. This year, the company also brought its manufacturing back from China and South Korea and within one year is employing 1,277 people. Mr. Shami also owns three ranches in Texas and planted 10,000 olive trees, which the company uses in the CHI Organics line.



CHI DEEP BRILLIANCE CONNECTS WITH THE COMMUNITY

Houston, TX—In March 2010, CHI Deep Brilliance opened a new filling and packaging warehouse location in Houston's Fifth Ward and is now reaching out to support the community. In the last April 18th, the company was a sponsor for the annual Koinonia Sorority Entrepreneur Hair Show. As lead sponsor, CHI Deep Brilliance provided prizes for the event winners; monetary support and runner up to participate in the CHI Deep Brilliance Hair Show.

"We are very excited to support the annual Koinonia Sorority Entrepreneur Hair Show," says Shauky Gulamani, President of Farouk Systems. Farouk Systems and Koinonia Sorority share the same vision and goals to support the local community and encouraging those who want to improve themselves. We believe in providing the opportunity for others to grow.

According to Koinonia Sorority, the support of CHI Deep Brilliance goes beyond than just backing the annual hair show.



The sponsorship means so much to the Koinonia Sorority," says Gayle Woodard, Founder of Koinonia Sorority. "Throughout the year, we are continuously reaching out to make a difference in the lives of women. We will empower women to dream and feel beautiful in there own skin. The CHI Deep Brilliance products will help enhance there beauty and have an impact on the long term care of there hair. This event is definitely helping us to make a difference in the lives of others. Remember, We are Women helping Women Overcome. "

Press is invited to cover the Koinonia Sorority Entrepreneur Hair Show, please contact Jessica Gutierrez at jgutierrez@farouk.com to arrange.

The Koninonia Sorority is non-profit charitable organization that empowers women to be all they can be, both mentally and physically. They provide networking opportunities for female entrepreneurs, support the Houston Juvenile Girls Detention Center and raise money for community events such as hosting an annual Tea Party for the less fortunate girls in our 3rd, 4th, and 5th wards; donating new shoes and clothes; and assisting the annual lock-in sleepover for young ladies and pre-teens.



CHICHI Organics

CHINail
COMPANY

Contact: Elizabeth Yong
Public Relations Manager

sunglitz® BIOSILK®

Farouk Systems Pioneers Ammonia-Free Color in 1986



Immediate release—In 1986, after his doctor told him to quit hairdressing because of the adverse health effects he was experiencing from the ammonia in hair color, hairdresser Farouk Shami invented Sunglitz, the first ever ammonia-free lightening system and Farouk Systems was established in Houston, Texas.

Sunglitz, an oil-based lightening system, relies on the principles of the color wheel to subtract color pigments from the hair to create natural-looking effects as if being in the sun. The ammonia-free system incorporates silk and botanicals to condition hair to maintain its integrity.

In 2003, Farouk Systems launched a new ammonia-free way to achieve beautiful blonde with **CHI Blondest Blonde Ionic Lightening System** that can lighten up to 8 levels. Far infrared helps neutralize unwanted warm tones and it can be used on or off scalp. Natural silk, herbs and proteins help maintain the integrity of hair. CHI Blondest Blonde is available in either gentle oil/creme base or dust-free powder. Both are equally effective.

sunglitz[®]**BIOSILK**[®]
eyong@farouk.com

MADE IN THE USA CHI AUTO DIGITAL CERAMIC HAIRSTYLING IRON



Straighten, flip, curl and style with the versatile CHI Auto Digital Ceramic Hairstyling Iron, made in Houston, Texas. Designed with Advanced American Technology integrating ceramic, ionic hydration and far infrared, this high-tech tool leaves hair silky and shiny. A varied temperature range allows the iron to be used on all hair types, from fine and thin to kinky, coarse and thick. The 4-button ergonomic tool features include:

- 1" ceramic plates
- CHI 44 Ceramic Technology
- American-made microchip technology for consistent heat regulation
- Digital display
- Optional auto shut off feature
- Flash Quick Heating
- Variable heat settings up to 210°C/ 410°F
- Temperature control
- Swivel cord
- Standby button to turn heating element on and off

Each Made in the USA CHI Auto Digital Hairstyling Iron has been quality tested and comes with a two-year limited warranty. It is packaged with a DVD that instructs users how to achieve different styling options with their new CHI hairstyling iron. SRP: \$224

Editorial



Eagle Fly Houston Brazil Foundation

Sergio Lima

It is with great pleasure that I come to announce the creation of "The Eagle Fly Houston Brazil Foundation - HBF", a non-profit organization whose primary goal is the dissemination of the Brazilian culture and at the same time provide social services to Houston's Brazilian community.

Even before being officially formed, this entity is proud to share information about its involvement with important events from the past and present as well as its plans for the future. A very important step was taken when HBF partnered with the Houston Public Library to create the "Brazilian Shelf", which initially will be set at three of its branches. As we searched for partners with the capacity to make donations of materials to start the Brazilian literary collection, the HBF was awarded 475 books from the "Centro Cultural Brasileiro de Miami, Florida". These books are now under the ownership of the Houston Central Library and waiting to be catalogued and distributed to the respective branches taking part of the initial program. The official inauguration of the "Brazilian Shelf" is planned for sometime during this first semester of 2010. The date will be announced as soon as we have it set. Meanwhile, the HBF continues to procure donations in order to increase its initial literary collection. Another source of our pride is our partnership with PMM - Plus Media & Marketing in the organization of the Houston leg of "Talentos Brasil" for the past two years, (2008-2009). This event was established to promote Brazilian artists in categories such as music, theater, dance and modeling. In 2009, two of our local candidates were classified for the finals, which were held in Miami, where they competed with winners from other states. The HBF will continue to support "Talentos Brasil" in the future. In addition to the above mentioned, HBF will assume the publication of the only two sources of information directed to the Brazilian community in Texas. "Jornal Vida Brasil", a newspaper published in Portuguese and serving the Houston Brazilian community for the last 17 years and Brazilian Texas Magazine, written in English and geared toward the business segment of the community. In accordance with our social services goals, we will develop other activities specially dedicated to the community's youth with the objective of keeping them away from harmful situations on the streets. During this first year, HBF will implement Portuguese language lessons and dance classes of Brazilian rhythms. These classes will take place at the libraries taking part in the "Brazilian Shelf" program. We will also offer soccer training. We are in contact with the Houston School District in order to form a program called: "Iniciacao do Futebol Estilo Brasileiro" for children from 4-5 years of age. Besides all these local services, the HBF plans to give financial and educational support to "Tia Edith Barbosa Guerra Orphanage", located at: Rua Cristovao Penha # 27, Piedade, RJ 20340-230 Phone (21) 3899-8231 in Rio de Janeiro. This orphanage gives assistance to more than 35 needy children. The HBF is looking to identify American schools and Universities interested in providing scholarships to the orphanage youth in order to give them the opportunity to learn a foreign language and possibly study abroad. Finally, the HBF intends to keep growing and introducing new programs such as Brazilian percussion and the addition of other sports.



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Jose Gabrielli, Ricardo Peduzzi



Jose Cerda, Ricardo Peduzzi, Cid Silveira, Ines Silveira, Rey Cintra, Paulo Fontoura

CESAR PALAGI

Success once again was Mr. Palagi's speech.

Mr. Palagi, Walker Ridge Production Asset Manager with Petrobras America, spoke for approximately one hour to a highly interested crowd in attendance to the luncheon event to seek updated information about the development of this Petrobras Project in the Gulf of Mexico. Presenting detailed technical information concerning the present stage as well as the next events that are directing this important project of Petrobras, all the questions from the audience focused mainly on the opportunities for the suppliers of service and material & equipment. Each step is an important stage and probably will continue to raise the interest of the local companies of the oil and gas area.

OTC 2010

PURPOSE: Founded in 1969, the Offshore Technology Conference is the world's foremost event for the development of offshore resources in the fields of drilling, exploration, production and environmental protection. OTC is held annually at Reliant Park in Houston

WHERE: Reliant Park Houston, Texas, USA **WHEN:** 3–6 May 2010

WHO ATTENDS: Engineers, technicians, executives, operators, scientists, and managers from more than 120 nations representing all fields in the offshore E&P

by Marcelo Lopes

Primary Focus on Oil and Gas Developments and Technology

OTC will offer case studies and updates on the latest deepwater projects from majors, independents, national oil companies, and service companies, with over 300 scheduled presentations.

It also includes a panel discussion on surface BOPs and burst pressure requirements in pipeline and riser design as well as papers on updated API recommended practices.

Sessions will focus on the dynamics of salt tectonics, the impact of geoscience technology on project economics, riser technology, subsea processing and power distribution, offshore LNG developments, flow assurance, fiber moorings, and more!

OTC .10 will also present a full day of discussion on metocean conditions, covering recent hindcasts and future updates on storms and hurricanes.

Business Risks

The business environment is changing and presenting new challenges. Senior executives will discuss how best to manage social and environmental risks in International projects; how to sustain technological innovation in periods of **volatile** earnings; and how oilfield service companies can manage through current tough times.

Oil companies will also offer their perspective on the upstream business in **Brazil**.

Balanced Opinions on Regulatory Issues

OTC .10 policy sessions will bring diverse and balanced opinions—without advocating a particular political opinion. Discussion includes the costs to implement climate change policies; whether climate change and humans are at fault for more and stronger hurricanes; the DOE carbon capture and sequestration program; and the role of energy on jobs and the economy.

Expanding the Energy Spectrum

The event will present alternative energy sources such as offshore wind energy, ocean wave energy, ocean thermal energy conversion, and gas hydrates.

Breakfast presentations will cover ocean renewables and thermal energy. A series of sessions discuss new developments in gas hydrates—from resource evaluation to flow testing.

Global Reach

The program is scheduled to cover oil and gas case studies from the deepwater “golden triangle” region of the Gulf of Mexico, Brazil, and Africa. Other focus areas are the Caspian Sea, Arabian Gulf, and Atlantic Canada, as well as offshore construction in China.

OTC's invited organization, the American International Petroleum Negotiators (AIPN), will have a panel session on “Sustaining Business in Global Volatility.” **ORGANIZER:** Offshore Technology Conference

P.O. Box 833868, Richardson, Texas 75080-2040 USA

Telephone: +1.972.952.9494; Facsimile: +1.972.952.9435 All press information has been provided by the event website, for complete information please visit www.otcnet.org

Our Community

Petrobras is recognized worldwide as a Brazilian company leader in exploration and production of oil and gas in deep waters, operating 23% of global deepwater production. Also, with massive and constant investments in research and development, the Company has repeatedly expanded the limits of the offshore oil industry, pioneering dozens of new technologies. Petrobras is the third biggest publicly traded company on the American continent, according to a study published by the Economática consultancy firm Tuesday (11/10). The survey shows the Company experienced a growth of \$192.5 billion in its market value from December 2002 to November 2009, which surged from \$15.4 billion to \$207.9 billion in the period. The first and second spots on the list are held by American outfits Exxon (\$345.8 bn) and Microsoft (\$257.4 bn).

In late 2002, Petrobras ranked 121st among the largest publicly-held companies on the continent. Since then, it rose 118 positions.

The result places Petrobras ahead of companies of the likes of Wall Mart (\$200.6 bn), Apple (\$181.5 bn), and Procter & Gamble (\$180.7 bn), which ranked fourth, fifth and sixth on the list, respectively. The ranking also features other multinational corporations like Google, Johnson & Johnson, Texaco and Coca-Cola.

Visit Petrobras, OTC – Booth 1713

Art

Marcelo Meira

On November 27th, 2009, the Limeira Symphony Orchestra (OSLI) commemorated its 14th anniversary with a special concert featuring a Houston resident, and Limeira's native son, clarinetist Marcelo Meira.



Limeira is a Brazilian town 100 miles northwest of São Paulo City, with a population of 250,000 and at the heart of Brazil's sugar cane and orange juice industry. Following the formidable advancements in Brazil's economy, its major cities are experiencing significant progress not only on the welfare of its citizens, but also in the development of their cultural and artistic environment. A prime example of such progress, the City of Limeira founded its Symphony Orchestra in 1994 and watched it grow into an exceptional organization bringing top-quality classical music to its citizens, in its traditional venue, the "Teatro Vitória" in downtown Limeira

To celebrate this success, the Orchestra invited Marcelo Meira, who was born and had his first music lessons in that town, to join the Orchestra as a soloist playing Mozart's Clarinet Concerto in A major, one of the pinnacles of the classical repertoire. This concerto is well known not only for its beauty and elegance, being as one of Mozart's finest and more mature works, but also for its technical and artistic challenges that it poses to the orchestra and soloist.

Marcelo Meira was born in Limeira and initiated his musical studies with the local bandmaster, Maestro Mauro Cerdeira. In order to advance his musical studies, Marcelo moved to São Paulo City in 1987, when he was only 17 years old: "My only chance to watch, and play, with a classical orchestra was by moving to the state capital", Marcelo says. "There were no professional musicians from whom I could take lessons outside São Paulo City. The change in the cultural and artistic landscape of the region in the last 20 years is absolutely remarkable.

Four years after studying clarinet at São Paulo State University, Marcelo was the recipient of a full scholarship to continue his music studies in the United States. Eventually he landed in Houston, where he lives for the last 19 years, earning degrees in music and business management from the University of Houston and Rice University. In Houston he has become, along with his long time musical partner, the percussionist and footballer Sérgio Lima, a champion of the dissemination of Brazilian music in the US, performing native "chorinhos", sambas and other popular forms along with the classical pieces in his repertoire for the Houston audiences. "I love playing Mozart, Brahms, Jobim and Pixinguinha, without any differentiation, they are all geniuses", comments Marcelo, mingling the superlative figures in European classical and Brazilian popular music tradition.



The invitation to play in his hometown was a special occasion for him. "I have played around the world, but this was the first time that most of my family watched me perform live. The orchestra was exceptional, and Maestro Rodrigo Muller's work is outstanding. It was an honor for me to be able to work with them on this concert."

Marcelo, Maestro Muller and the orchestra played to a nearly full house, receiving a standing ovation after the conclusion of the Mozart Concerto. True to his custom, Marcelo surprised the audience with a specially prepared encore, asking the orchestra's percussionist Eduardo Barsotti to join him in a "clarinet and pandeiro (tambourine) duet" playing the "Chorinho em Aldeia" by Brazilian composer Severino Araújo, for the audience's delight. "Mom loved it, I think my parents were proud", he sums up.

Marcelo is back in Houston, where he works for Bank of America Merrill Lynch as Vice President of Risk Management for its energy trading business, and is preparing a series of musical events for the Houston audiences for this year.





FERNANDO LISBÔA

Graduated in Mechanical and Electrical
Engineer at Minas Gerais Federal
University – Brazil

Project Manager of Tenenge in the implementation of several infrastructure projects mainly in the oil and gas business. President and CEO of Tenenge, one of the largest heavy industrial construction companies in Brazil, for 17 (seventeen) years. Tenenge participated in the construction of the main larger projects in Brazil and abroad, in 5 (five) different countries, acting in oil and gas (onshore and offshore), petrochemical, steel and metallurgy, mining, cement, paper and pulp, etc. From 1997 to 2002 was Vice-President of Odebrecht Group. In 2003 decided to start his own business helping several large contractor and engineering companies involved in heavy industrial construction, and acting also as a Consultant and Business Developer. Presently is the CEO of COPPAR and CHUTNEY in Brazil, and INTER-SPECS, an American company established in Houston. Inter-Specs role is to approach USA suppliers to Brazilian companies in order to export their products to Brazil and South America, and establish partnership between American and Brazilian companies. He was also President of ABEMI, Brazilian Association of Industrial Engineering, and 1º Vice-President of ABDIB, Brazilian Association of Infrastructure and Industry.

PEOPLE

Personality

Ailton Nascimento de Almeida



Growing up poor in Salvador, Bahia, Brazil, Ailton and his three brothers and one sister were taught by his parents that the sky was the limit to what he could accomplish in life.

He started to work as an Equipment Inspector in 1975 at Petrobras' Landulpho Alves Refinery (RLAM) in Mataripe, Northeast Bahia, while studying night classes for a degree in business administration.

When the Company opened the selection process to recruit administrators in 1986, he was ready to develop the courage to dream a new dream in his career. Out of 2,000 applicants, he earned one of the 60 positions.

Ailton started a job in the Recruiting Selection Department in December 1986, in Salvador, where he got expertise in dealing with people. During his nine months working in Macaé, he had the opportunity to improve his knowledge leading a group of 22 people who handled the entire recruitment and selection process to hire employees to work at the platform.

In 1990, he made history by becoming the youngest in the Production Department at the HR area. At the time, there were five units in the state and each unit had their own HR manager. In 1995, the decision was made to concentrate all the administrators in one location in a Shared Services Department to avoid replicating structures.

As a HR Manager, Ailton Almeida faces daily four elements that test his attitude: the unexpected, challenges, changes, and negative people. These four elements never make appointments, they just show up every day and by the way the response is made, the situation can be effected positively or negatively.

With a compelling story and charismatic personality, Ailton took the responsibility of all five units in Bahia plus four units in the north and northeast of the country. He was in charge of creating environments that cultivate dreams and nurture employees' challenges! In 1999, he decided to change his line of work and requested a job in the Auditing Department. One year later, he was invited to participate in Synergy project,

aimed at implementing the SAP system. In 2000, Ailton moved to Rio de Janeiro and returned to university starting a law degree.

Throughout his career, he constantly took new challenges. In 2003, he was invited to work as a Support and Documentation Manager at Petrobras presidency. He describes the assignment as fascinating because it was totally different from his other jobs.

In August 2005, three months after his law school graduation, he was appointed to hold a position of Human Resources Manager at Petrobras America in Houston, his biggest challenge in his career. Four years later, his department hired 5 times more employees than Petrobras America ever had.

This year in May, Ailton is ending his mission in the United States and will face a new challenge as the Manager of Planning & Governance at the International Area Human Resources for Petrobras, in Rio de Janeiro.

He enjoys the Houston lifestyle, but he is happy to return to Brazil. He loves to travel and visit new places, plays the organ, and keeps physically active by running and going to the gym. He also has a deep-seated love for his family, and will definitely be spending some time again in his home state of Bahia. When asked about retirement, he just laughs!

His message: "When we walk with purpose we can find meaning and opportunity in our failures and adversities - we always must be positive and never give up on our dreams".





BRAZILIAN STEAKHOUSE

Treat your family to a hearty meal at our Brazilian Steakhouse and restaurant in Houston, Texas. Tradição Brazilian Steakhouse is an authentic South Brazilian steakhouse that has all-your-can eat steak,

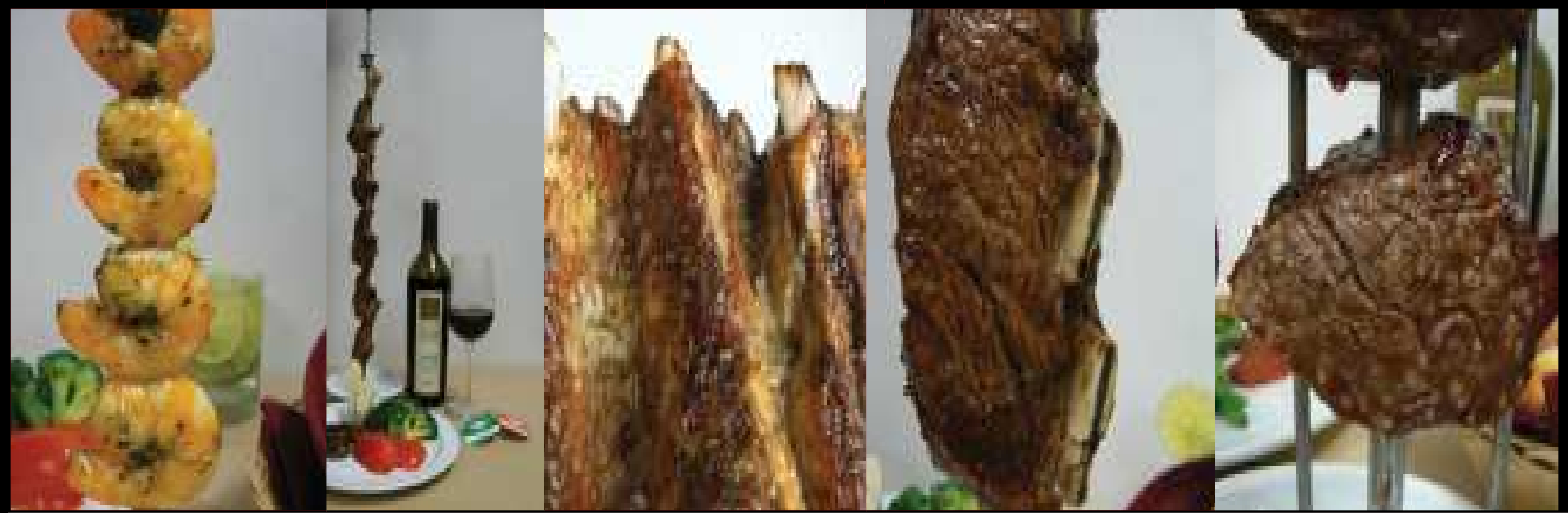
OUR HOURS
Lunch
Monday – Friday
1:30 a.m. – 2:00 p.m.



Tradição Brazilian Steakhouse has a full bar with a great selection of wines, cognac, and port to complement your meal. We also serve a traditional Brazilian drink called Caipirinha that is prepared from fresh lime, sugar cane liquor, and rum. We offer a full menu that is sure to satisfy.

BRAZILIAN STEAKHOUSE
(713) 339-1122
6800 Southwest Freeway
Houston Tx, 77074

Monday – Thursday 5:30 p.m. – 10:00 p.m.	Friday 5:30 p.m. – 10:30 p.m.	Saturday 4:00 p.m. – 10:30 p.m.	Sunday 2:00 p.m. – 8:00 p.m.
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Bianca Clark

“A Brazilian is a Police Officer in Houston”

Everything began in Sao Paulo, in the interior. In a small town named Santo Antonio de Posse, more specifically in a neighborhood called Resaca. From the time I was a child I already knew what I wanted. I remember when I looked at the skies and saw the airplanes passing by, I thought that one day I would be in one of them. How this would happen I had no idea because I knew that in the interior things aren't easy especially without money. At 17 I was already a professor and at the same time that I taught classes mornings and afternoons I attended University at night and studied Modern Languages. This caused me to want to perfect my English outside of Brazil.

My sister, who was a great example in my life and who already lived in London suggested I move there. After much thought I left my fiancé of 4 years and took off for London.

In London, I realized that I would have to survive in one of the most expensive cities in the world, a real challenge. I had to clean homes and offices in the morning, studied English in the afternoon and at night I was a waitress or housekeeper in Hotels.

After 6 months I returned to Brazil and wanted to stay but I knew that my English was not good enough yet, so I returned to London and worked as a secretary in a real estate office and later in a medical office so I would be forced to speak English. During this time I met my husband Steve and came to the United States to live in Colorado. Once again, I was living in a small town without a lot of opportunities and to endure temperatures below freezing. In Colorado, I went to business school just to pass the time as I could not work and spent a lot of time by myself, to make matters worse I missed being able to speak Portuguese and interact with other Brazilians.



Finally in 2006 we moved to Houston and I felt good about being in a warm city with so many Brazilians. A Brazilian that today is a great friend suggested I work in a language school, which made a lot of contact with police officers. Through this I saw that although I was a foreigner I could be a policewoman as well, something I had always thought of being. Steve supported me from the beginning, while others doubted

I was being serious and told me it was very difficult, almost impossible, even more so because I was 32, however I was determined.

In order to become an officer it was necessary to have a minimum of 60 college hours, which I had, remember when I told you that in Colorado I went to school just to pass the time. Who knew that this would help me become a police officer! After becoming a citizen I visited the HPD website and filled out an application. I thought they were not going to call me, but in less than a month I was already in the selection process.

The process included background check, credit check and a lot of talk with people that knew me, friends, family and even neighbors.

After this phase, I took the basic fitness exam which I didn't pass, but after losing a few pounds I was able to do what was necessary: run, push-ups, wall jumps, sit-ups, etc. The next step was to wait for the final decision from the Police Chief about joining the police academy. The decision came and I started another big challenge. The academy training lasted 6 months with classes from 6 am to 4 pm. We also had physical fitness training, which I struggled with, but I never gave up and in the end I was running about 1.5 miles in 11 minutes and doing 50 pushups. When I began I could not even do 7 pushups or run one block! Finally I graduated but the process was not over yet. I trained on the streets with another policeman for nine weeks and was evaluated for 2 more weeks until finally I had become a police officer.

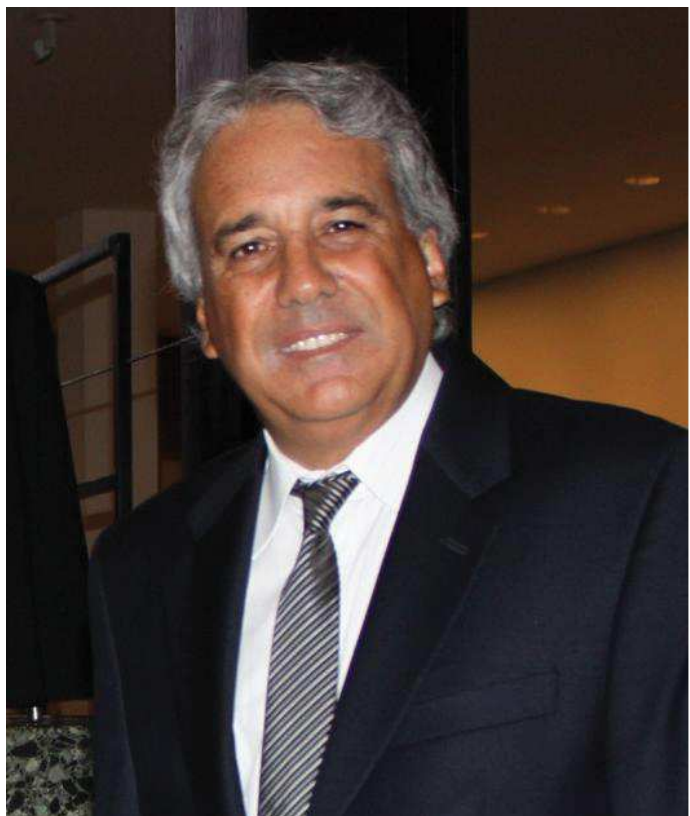


I now work for the Vehicular Crimes Division investigating accidents on the freeways, which sadly sometimes end with fatalities, often because of drunk drivers.

I also investigate accidents involving emergency vehicles such as fire trucks, police vehicles or accidents where the person involved did not stop to give information or to provide assistance, which is a crime, we should always stop. I know that a lot of people say that they don't like the police, as the only contact that they had with an officer was to receive a traffic ticket. But I also know that there are a lot of people relieved because the police did their work and arrested the man that beats his wife, or arrested the man who robbed them, or arrested the drunk driver who caused an accident which caused death or injury to a member of their family.

Of course this will only be possible with the continued support of my wonderful family and friends. Most of them are Brazilians, and they always encouraged and pray for me. If it wasn't for them I would not have not been able to get where I am today. They give me strength and courage to continue my mission to always help others.

I can say that I finally found what I love to do, I want to be a police officer for the rest of my life, but I don't want to stop here. I always want to be learning and improving. I have returned to school to finish my Business degree and after that I want to get a masters degree in Criminal Justice.



Deputy Consul General of Brazil in Houston

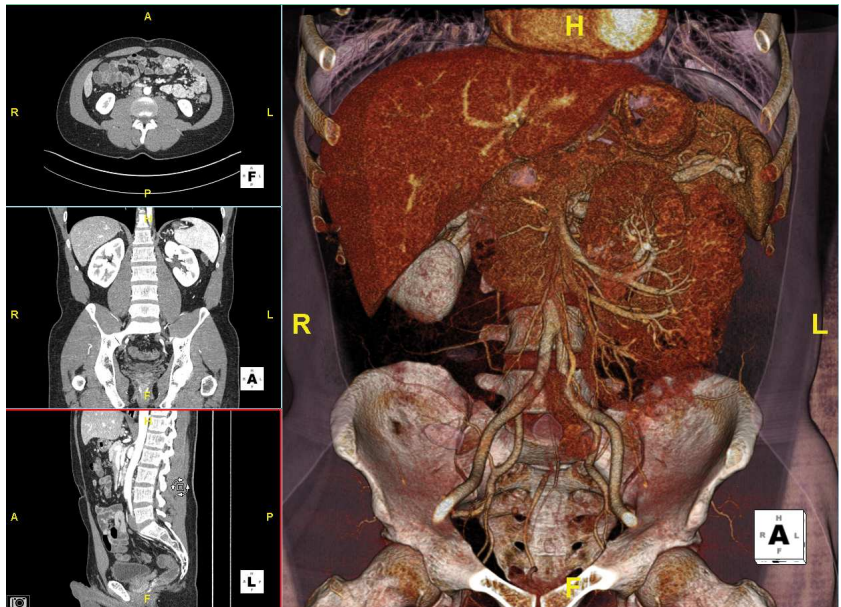
Mr. Paulo Fontoura

Deputy Consul General Paulo Fontoura, 56, entered the Brazilian Foreign Service in 1976. He has been posted in the Consulate General in Paris and in the Embassies in Mexico City (twice), Panama, Washington DC, Tokyo and Manila. Since 2000, when he headed the Consular Assistance Division at the Ministry of Foreign Relations in Brasilia, he has been deeply involved in issues concerning the Brazilian communities abroad and in consular matters. Deputy Consul General Paulo Fontoura arrived in Houston in January 2009 with his wife and six year old son.

Plato's Cave Opens Up New World to Surgeons and Patients *Seeing is Understanding*

On a screen in his darkened laboratory, Dr. E. Brian Butler views the tumor cradled in a little girl's brain. With the twist of a hand-held controller, he manipulates video images to explore the tumor's size and geography. With every touch and twist on the controller, breathtaking colored images come alive on the screen.

With the flick of a finger Butler manipulates his point of view directly along the child's spinal cord and takes a roller-coaster journey down the curvature of the backbone. By blending simulation, 3-D visualization and high performance computing technologies, Butler's team and its industry partners have created an evolving environment of "visual medicine" that holds the potential to advance surgical planning and catapult health care to new levels. As chairman of The Methodist Hospital's Department of Radiation Oncology, Butler had set out to build a clinical situation room, a collection point where patients' medical scans from CT (computed axial tomography), MRI (magnetic resonance imaging) and PET (positron emission tomography) can be evaluated for optimal intervention. Rapidly developing computer technology gave his idea wings. If you think of disease processes or cancer as the enemy, the way you win is to understand the enemy's weaknesses," Butler says. "Now we can view inside the patient in ways never seen before." For thousands of years, surgeons have relied on experience, two-dimensional calculations and equal parts guesswork and good luck. They can't see a true picture without cutting into a patient. Even then, that picture is limited by layers of skin and muscles, bones, organs and an overlapping network of veins and arteries. But new tools like high-speed gaming graphics cards, super computers and stereoscopic virtual worlds on screen now provide the perfect framework for medicine. Butler named his visual medicine laboratory Plato's Cave, and it has the power to reveal the real world inside the human body.



"We believe Plato's Cave will evolve into a full-blown surgical best practice simulator where surgeons can practice procedures on their virtual patients the day before actual cases," Butler explains. "Physicians gain a better perspective and understand the disease better." Butler named the technology after Plato's idea that people are prisoners of their environments. In Plato's cave allegory, prisoners believed their shadowy world was real – until one escaped and learned reality was much different. Since Plato's Cave opened in April 2009, physicians from many specialties have found ways to harness its technology. Radiation oncologists and other cancer physicians, neurosurgeons, cardiovascular surgeons and transplant surgeons are regular visitors. Dr. Thomas Aloia measures dimension and volume of his patients' livers in Plato's Cave prior to surgery. For liver resections, he tests how much of the liver will remain viable if he performs surgery a certain way. If 20 percent or more remains, he can proceed. If not, more planning is needed.

For him, Plato's Cave is the difference between guesswork and certainty. Butler plans to use the Cave's stereoscopic targeting techniques to optimize dosages around cancer targets. His first-of-its-kind radiation oncology dosage study will help physicians see where radiation settles and whether they need to back off any hot spots and reconfigure treatment. Butler and Paul Sovelius Jr, a clinical imaging simulation specialist, regularly lead guests down the cave's darkened hallway in the same building where medical pioneer Dr. Michael E. DeBakey once paved the way for modern heart surgery. In that same tradition of discovery and collaboration, they believe Plato's Cave will enable new approaches and ideas for the future of health care and, ultimately, patient quality of life and outcome. "Truly this will be the way we practice medicine in the future," Butler says. "Right now, with imagination and technology, you can do just about anything our imaginations can think of. And we're just at the tip of the iceberg."

Did Hubble Space Telescope change our lives?

By Joe Rondon

Telescope in space

The idea of a space telescope is not new. For years astronomers have looked for places to observe space with the best possible conditions. For instance, places with very low “light pollution”, few bad weather conditions and high enough altitude to decrease the distortion and fading caused by our atmosphere.

As the “space era” developed, it became feasible to adopt the so dreamed solution to put a telescope in orbit and have it controlled from earth. This approach will eliminate all the inconveniencies of obtaining good observations. Aside from previous satellites with observation capabilities launched before, the scientific community celebrated Hubble Space Telescope (HST) as the world’s first space-based optical telescope. For many

that was a dream come true. In 1990, the Hubble Space Telescope was carried into orbit as part of the payload of the shuttle Discovery mission STS-31. After a significant repair made in 1993 (to correct some mirror distortion) and other complementary upgrades and maintenances, it has significantly contributed to our knowledge about the Universe.



Hubble Space Telescope (HST) – Orbiting Earth since 1990
Credit: NASA

Contribution

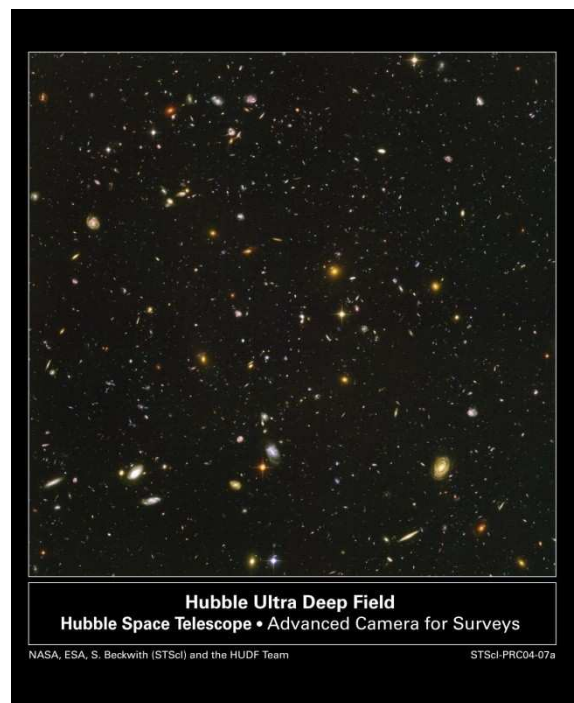
Data collected by HST contributed to Cosmology in many different ways. It was able to narrow down the age of the Universe, the expansion factor of the Universe was calculated with higher accuracy, the confirmation of the Universe homogeneity and isotropy at large scale, identity of Quasars and the existence of Dark Energy. Hubble’s ultra-deep-field (HUDF) camera instruments were able to surprise scientists finding a vast amount of galaxies in places we imagined to be practically “empty”. With HST, humanity has never seen so much of the Universe and as such, it should not be taken for granted. Still more surprising is the sharpness and the details provided by its pictures. Check this classic Hubble Ultra-Deep-Field (HUDF) picture taken in 2004, right below. This is the one of the deepest visible-light from the universe showing nearly 10,000 galaxies.

We can see history developing in front of our eyes!

The fact that light travels in space with a limited speed has an interesting implication for space observations. When we observe an object that is far away from us, we need to remember that the light that left the object has traveled during a period of time to reach us. Well, this implies that at the time the light reaches us we see the object the way it was at that “period of time” behind. That is true; we don’t see it as it is now but how it was when light left it. So, the farther the object we observe is, the older the image we are looking at is. We see how they were when light left them towards Earth and not as they are now!

In astronomy the period of time that the light coming from an object takes to reach us is used as measure of the distance the object is from us. When you read that Andromeda galaxy is about 2.5 million light years (Mly) from us, it implies that the light we see from Andromeda today took 2.5 million years crossing space to reach us. So what we see is how the galaxy was 2.5 million years ago.

The implication of this fact is that the deeper we look to investigate the space the more we learn how the Universe evolved to the time we are today. What a privilege we have in getting light from the past and exposing to us, as an open book, the history of the Universe.



Hubble Ultra Deep Field
Hubble Space Telescope • Advanced Camera for Surveys

NASA, ESA, S. Beckwith (STScI) and the HUDF Team

STScI-PRC04-07a

In 2004, Hubble was able to picture galaxies with approximate 800 million years after the Big Bang. This is really significant considering that it is known that the age of Universe is very close to 13.7 billion years. But Hubble didn't stop there, in late August 2009, a photo taken with the newly installed Wide Field Camera 3 (WFC3) capture galaxies that formed 600 million years after the Big Bang.

It's also important to credit other space telescopes that - like Hubble - are greatly contributing to Cosmology (the study to understand the nature and the history of the Universe.) To briefly mention, let's cite; WMAP (Wilkinson Microwave Anisotropy Probe) a space probe used to make fundamental measurements of the Cosmologic Microwaves Background (CMB), CHANDRA observatory dedicated to detect X-Rays and the SPITZER telescope with instrumentation sensitive to infra-red. Interestingly, all three just mentioned, work in detecting non-visible light, however they can bring complementary and fundamental information for the understanding of the Universe. Nevertheless, it must be mentioned that there are many other missions/projects in space collecting all sort of data around the space that so gently opens its "secrets" to us. At the same time, many questions have been answered while many others are raised, keeping us excited to continue this marvelous journey of discoveries.

James Webb Space Telescope



Members of the Webb team at Goddard Space Flight Center in Maryland pose in front of the full-scale Webb telescope model. Credit: NASA

The success of the HST has indeed surpassed all expectations, but as long as Man doesn't know the limits of technology, we are definitely moving to the next step; the James Webb Space Telescope (JWST).

The idea is to see even deeper into space and reach places that were about only 300 millions year old after the Big Bang. This is so deep into the history of the Universe that we'll be able to see the formation of the first stars and evolving galaxies.

The JWST hardware is equipped with a mirror of 6.5 meters (2.4m for Hubble) in diameter and a state-of-the art instrumentation capable of working at 40K (absolute Kelvin of temperature) and the mid-infra-red mirror working with an incredibly low temperature of 7K. The lower the temperature the sensors can withstand, the more sensitive to detecting far away objects. This is a temperature close to absolute zero; this is about the temperature that atoms begin to vibrate. JWST has a distinct feature of a series of panels to always keep it protected from the heat coming from the Sun. See

adjacent picture with a true dimension mockup.

Launch is predicted for 2014 and unlike the Hubble that orbits Earth at only 347 mi (560Km) from Earth, JWST will

sit just after the Moon, almost a million miles from us. JWST is able to block direct light from individual stars making it more sensitive to detect planets and debris disks around them. This way it will be capable of detecting stars forming planetary systems around them similar to our solar system.

I hope this article has been able to spark your interest in this fantastic and gargantuan Universe we all live in. As for changing our lives, no doubt, everything we add to our knowledge will, in some way, change the way we behave and interpret things around us!

If you want to follow new developments, make sure you explore these sites; www.hubblesite.org and www.jwst.nasa.gov



About the Author:

Joe Rondan graduated in Electronics Engineering in 1978 at the Aeronautic Technological Institute (ITA) in São José dos Campos - Brazil. He has Master specialization in Digital Systems and Digital Communications at National Institute of Space Research (INPE) in SJC-Brazil and more that 27 years of experience in Process Control. He has developed many successfully products for industry automation and at the beginning of his career he was the Principal and a Professor for Physics and Mathematics in an advanced college preparation school. His main hobbies are: Astronomy, Cosmology, Car Mechanics and Electronics, Woodworking, 2D and 3D Graphics, Photography, Soccer, Tennis...

From Brazil to U.S. and Beyond

The Beginning

smar was founded on April the 1st of 1974 by Mr. Mauro Sponchiado and Mr. Jose Martinussi. The name of the company comes from the first few letters of their last names. In the beginning, they focused on servicing and maintaining steam turbines for the sugar refinery industry in a territory of around Sertãozinho, city that is relatively close to São Paulo in Brazil.

At the time that steam turbine electronic speed regulators were introduced, **smar** added specialized professionals in electronics to better serve their Clients. Then, **smar** saw the opportunity to use its specialized personnel to develop electronic controls for cane cutters and crushers.

The initial success in developing electronic products to increase productivity has, since those times, motivated the company in investing more and more in R&D. From simple products, **smar** moved to develop sophisticated and precision instrumentation that began to make a difference in the Process Control industry.

It didn't take much for the Brazilian market to realize that **smar** was a serious company in developing high quality products with superb and innovative features. After gaining a significant market share in the Sugar and Ethanol sector, **smar** soon expanded its market reach by diversifying the line of products. Successful results in other areas, such as; oil and gas, chemical, metallurgy, pulp and paper, water and wastewater, food processing, and mining, demonstrated that the Company was moving in the right direction, and it certainly found motivation to go even further.

In 1987 **smar** already had a respected and admired portfolio of products. Smart pressure transmitter, temperature transmitter, digital multi-loop controller, and energy consumption controller were among the most successful electronic equipments at the time. From then on, **smar** has developed a line of process control instrumentation for practically all industries and began its endeavor to compete globally.

Revealing Smar Internationally

smar debuted in the international market in 1988 introducing its smart pressure and temperature transmitters to the world at the ISA-Show in Houston.

Soon, in 1989, **smar** launched the advanced stand-alone CD600 Multi-loop Controller with unsurpassed capabilities and complete configurability using a powerful and modern concept of function-block library. The completeness and the flexibility of the CD600's function-block library have not only inspired other products in the company, but also had many of its fundamentals adopted in recent products and protocols.

Two years later, **smar** surprised the instrumentation elite again unveiling

the LD301 smart pressure transmitter that incorporated the open HART® communication protocol loaded with unique features. The LD301 was the first pressure transmitter in the world containing a built in PID controller and flow totalizer. Completing this release, the company also provided a full HART® hand-held configurator.



CD600 Plus Multi-Loop Controller



LD301 Pressure Transmitter

No doubt, **smar** had just shown to the instrumentation community that a Brazilian company was ready to provide and surprise the world with innovative solutions for the Process Control industry. Now the company was not only designing and adding exceptional features to its products, but also manufacturing; and doing it with the best quality control practices. Since 1992 **smar** is ISO-9001 BVQI certified.

Opening a Branch in the United States

What could possibly justify opening a **smar** subsidiary in the United States? After presenting some of its best products at ISA-Show in Houston, it needed an office to sell and support the products locally.

A natural consequence of this action was to count with many of the local resources to develop other products and help the R&D team in Brazil. For a company that decided to develop products to compete in the International market, there is nothing better than to being present right in the middle of top semiconductor companies and others unlimited technological resources a country like the United States can offer.

smar in Brazil had a very strong team dedicated to R&D, but the company needed more than that. It is clear that if you want to be competitive, the quality and experience of your personnel is fundamental, and you also need to work with the best tools and the best components to design and manufacture good products.

What a better place to be than in the US? This is a place where most of the best Companies in the world are present. Let's also remember that at that time the access to company support in gathering files, manuals or other type of information was rather difficult. Some information could be accessed by using slow Modems through Bulletin Boards provided by a limited number of companies, or by mail, if lucky! Exactly, no web pages!

When you are close to your vendors and information is needed, all you need to do is to place a call requesting for an application engineer. This can be done with the most renowned component companies, and have the privilege of having a representative visiting you right at your own office. What can beat that?

The strategy definitely worked and through an initially small operation in Long Island, **smar** began to expand. Houston in Texas and Mainz in Germany were already in the plot.

Expanding to Houston

smar's business was continually growing and in 1992, the company opened Smar International Corporation in Houston, Texas. Smar International Corporation put together a local team to sell, support and promote products. Of course, it didn't forget a training department dedicated to educating representative companies that were part of the national sales network and Clients willing to learn more about the products.

SMAR attention to R&D never stopped and in 1994 SMAR Laboratories Corporation was founded in

Houston to start the company in Systems. First product in that direction was the logic controller LC700. It was designed to enter the manufacturing market and still provide powerful function-blocks for process control.



DFI scalable controller, part of **smar** System-302

The operation at Smar International Corporation was built to not only sell and support products but also to provide engineering services and quality training. **smar** in Houston is the first international office certified to sell and provide Engineering services for the advanced **smar** System-302. The System-302 is a scalable control system that

supports many different types of I/Os and integrates a variety of legendary and modern open protocols. It is prepared to integrate signals coming in FOUNDATION™ Fieldbus, PROFIBUS®, HART®, MODBUS, AS-I, DeviceNet™.

Present

Products are designed in Brazil and at two other locations in the USA. Manufacturing is done in Brazil and in the USA. Products are marketed worldwide by a network of **smar** subsidiaries, representatives, and distributors.

smar direct subsidiaries provide; technical support for customers, commercial support, training for representatives, Engineering Services; they also control local stock for devices and spare parts. Product technology and quality is getting worldwide recognition from very demanding clients. For example let's mention the **NAVY** with various applications and **Duke Energy** nuclear plant in Oconee, SC. Today, Duke Energy has the largest application using digital technology in a nuclear power plant in the United States.



Duke Energy - Nuclear Power Plant
Oconee – South Carolina

Made in USA

To better serve North America clients, **smar** decided to have a production operation in the US. While the avarice of many other businesses have moved operations out of the country, **smar** believes that a well automated factory with the right professionals can produce and be competitive in the overall costs. At the same time, it can have a better control on the quality and stock of manufactured products. Smar Research Corporation in Long Island, NY, is already delivering “Made in the USA” products meeting requirements for AARRA.

Teaching Automation



smar learning center

In 2009, smar decided to create the Smar Learning Center in Houston to provide specialized training for the automation community. As a way to give back to the control community, many of the seminars and hands-on training are free of charge. Now users can better understand how to master new technologies and also learn the best practices for installation, maintenance, and configuration of their applications.

Motivation to Others

smar believes in the potential of many other Brazilian companies. Today Brazil is largely recognized as having great Universities contributing for the formation of high level professionals. We should also mention that the creativity and hard work of the Brazilians is frequently mentioned by other professionals around the world. This should help to open the eyes of company executives and make them strong believers in expanding business abroad.

No question about! Other Brazilian companies should consider going international, perhaps starting with their domestic resources. The important drive is to be willing to have quality products that can compete technically and still be reasonably priced. Of course, other very important issues are; the respect and the support given to customers; and a continuous attention and involvement with the best available technology in the market where the company competing.

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BUSINESS NEWS



Amando Queiroga,

Realtor Brazilian born with over 20 years experience in the Texas Real Estate market! Direct: 281-770-3596

Houston Single-Family Home Sales and Prices Climb in March as the Homebuyer Tax Credits Deadline Looms-Data provided by HAR-Houston Association of Realtors

Strongest sales volume continues among homes priced from \$250K and above

HOUSTON — (April 20, 2010) — The rapidly approaching April 30 federal homebuyer tax credit apparently inspired Houston-area consumers to house shop, as sales of single-family homes throughout the Houston market rose in March with the strongest sales volume continuing in the upper housing segments. Prices of single-family homes also continued their months-long appreciation.

The average price of a single-family home appreciated for the sixth straight month, reaching \$212,403, up 10.2 percent versus March 2009. That represents the highest pricing level for a March in Houston. At \$154,250, the March single-family home median price—the figure at which half of the homes sold for more and half sold for less—rose 6.4 percent from one year earlier. That represents the 11th consecutive monthly increase in median price and is the highest dollar figure for a March in Houston.

Foreclosure property sales reported in the Multiple Listing Service (MLS) fell by 14.1 percent in March compared to one year earlier. The median price of March foreclosure sales rose 4.2 percent to \$87,500 on a year-over-year basis.

Sales of all property types in Houston for March totaled 5,758, up 14.5 percent compared to March 2009. Total dollar volume for properties sold during the month was \$1.2 billion versus \$938 million one year earlier, representing a 24.2 percent increase.



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